

IN THE CLAIMS:

Please amend the claims as shown below.

1. (Currently Amended) An Internet DTV system comprising:

a digital broadcast station that broadcasts a first program by using a well-known broadcast radio wave;

a content management server provided on the Internet that manages and delivers second programs;

a commercial server, provided on the Internet, including commercial contents; and

a terminal, provided on an audience side, that receives a digital broadcast and accesses the Internet,

wherein said broadcast station comprises:

broadcasting means for broadcasting said first program and information described in a predetermined format specifying said first program, the information including a symbol to be selected by an audience, address information indicating a location of said second program, and sponsor information specifying a sponsor of said first program,

and wherein said terminal comprises:

receiving means for receiving the first program broadcast by the broadcast station and the information specifying the first program from said broadcast station;

access means for accessing the Internet;

first output means for outputting the received first program, to a predetermined display device, so that the symbol described in the received information is displayed on the first program;

input means for inputting designation information from an operator;

request means for, if an input designation by said input means is related to the display symbol, accessing said content management server specified by the received information, by said access means by using a described URL for said second program, notifying said content management server of the sponsor information, which specifies to specify said sponsor of said first program, received from said digital broadcast station, and issuing a request for transfer of said content of the second program; and

second output means for outputting the content of the second program received from said content management server to said display device so that said display device displays the content of the second program with the first program,

wherein said content management server comprises:

storage means for storing said second programs;

receiving means for receiving the request from the terminal;

request means for, when the request including the sponsor information from the terminal is received by said receiving means of the content management server, sending the received sponsor information specifying said sponsor of said first program to said commercial server and requesting commercial content to said commercial server and receiving the commercial content from said commercial server; and

combining means for combining the commercial content sent from said commercial server with said second program requested by said terminal and transmitting, to said terminal, the combined information as the content of said second program, and

wherein said commercial server comprises:

a commercial content database that holds commercial contents to be combined with the second program which is to be displayed with the first program;

a condition information database that holds information indicating whether said sponsor of said first program allows to provide a commercial of another business type;

receiving means for receiving, from said content management server, the request of commercial content and the sponsor information specifying the sponsor of said first program; and

searching means for, from said commercial database, searching for a corresponding commercial content among commercial contents including commercial content of another business type and excluding commercial content of the same business type as said sponsor of said first program if said sponsor of said first program allows to provide commercial content of another business type by referring to said condition information database, and notifying the commercial content to said content management server.

2. (Original) The Internet DTV system according to claim 1, wherein said terminal further comprises:

an MPEG2 decoder for a digital broadcast;

means for interpreting a BIFS description as a scene description; and
means for decoding MPEG4 data from said content management server.

3. (Original) The Internet DTV system according to claim 1, wherein said terminal has a form of set top box connected to a television receiver owned by the audience.

4. to 25. (Canceled)

26. (Currently Amended) A commercial server which can communicate with a plurality of content management servers, each of which has storage means for storing second programs to be displayed with a first program which is broadcast by a digital broadcast station so that an audience side displays the first program, and provides a second program combined with commercial content to a terminal side of said audience side, which is provided on an audience side and displays a first program from a digital broadcast station; and provides the commercial content to a content management server in response to a request from the content management server, said commercial server comprising:

a commercial content database that holds commercial contents to be combined with the second program which is to be displayed with the first program;

a condition information database that holds information indicating whether or not a sponsor of said first program allows to provide a commercial of another business type;

receiving means for receiving, from one of the plurality of content management servers, the request of commercial content and information specifying the sponsor of said first program; and

searching means for, from said commercial database, searching for a corresponding commercial content among commercial contents including commercial content of another business type and excluding commercial content of the same business type of said sponsor of said first program if said sponsor of said first program allows to provide a commercial content of another business type by referring to said condition information database, and notifying the commercial content to the one of the plurality of the content management servers.

27. (Currently Amended) A method performed by a commercial server which can communicate with a plurality of content management servers, each of which has storage means for storing second programs to be displayed with a first program which is broadcast by a digital broadcast station so that an audience side displays the first program, and provides a second program combined with commercial content to a terminal of said audience side, ~~which is provided on an audience side and displays a first program from a digital broadcast station;~~ and provides the commercial content to a content management

server in response to a request from the content management server, said method by said commercial server comprising:

holding, in a commercial content database, commercial contents to be combined with the second program which is to be displayed with the first program;

holding, in a condition information database, information indicating whether or not a sponsor of said first program allows to provide a commercial of another business type;

receiving, from one of the plurality of content management servers, the request of commercial content and information specifying the sponsor of said first program; and

searching, from said commercial database, for a corresponding commercial content among commercial contents including commercial content of another business type and excluding commercial content of the same business type of said sponsor of said first program if said sponsor of said first program allows to provide a commercial content of another business type by referring to said condition information database, and notifying the commercial content to the one of the plurality of the content management servers.